# Author Talk with Francis Gooding - The Script of the Stones

DATE: Friday, September 5, 2025
LOCATION: Farnham, England, GB

## Event Description

Author Talk with Francis Gooding - The Script of the Stones is a premier conferences event in Farnham. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** conferences
**Importance Rank:** 27/100
**Expected Attendance:** 71 people
**Event ID:** 8cV5fdVs8cZfkcCC3h

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 28 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*